Fresno General Plan and Development Code Update

Alternatives Analysis & Preferred Plan Recommendation



City Council

Agenda

Welcome!

- Update on General Plan update process
- Working Papers / Emerging Themes
- Guiding Themes from Citizens'Committee
- Alternative Development Concepts
- Implementation Examples
- Comparison of Alternatives
- Your Questions and Input

Today's Purpose

 Explain and review Alternative development scenarios for Fresno through 2035

Hear from the community

 Get your feedback and direction for the Preferred Plan

General Plan Process and Progress

Purpose of the General Plan

- Be the City's constitution
- Establish a long range Vision for the City
- Provide direction for physical development and infrastructure improvements
- Establish a basis for determining whether specific development proposals are in harmony with the Vision
- Allow agencies and developers to design projects that enhance and preserve community resources



Why Update the General Plan?

- Economic and land development environment has changed significantly since the last update (2002)
- Extend the planning horizon to 2035
- Incorporate new local plans for Downtown, SEGA, neighborhoods
- Combine with the Development (zoning) Code update to ensure the City's land use and design guidelines are consistent, up to date, and effective
- Update is funded by a State grant limited to this purpose.



Who is Involved?

- The Fresno community
 - Public Workshops
 - Citizens' Advisory Committee
 - Planning Commission
- Targeted groups
- Development and Resource Management
 Department (DARM)

 DYETT & BHATIA
- Consultants
 - Dyett & Bhatia urban planners
 - MW Steele Group architects + planners

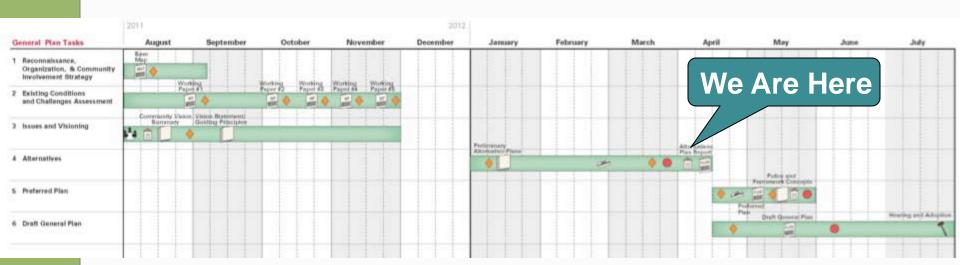


M.W. STEELE GROUP, INC.

Urban and Regional Planners

Planning Process

- Six phases, August 2011 July 2012
- Currently at conclusion of 4th phase (Alternatives)
- And beginning of 5th phase (Preferred Plan, to be followed by Draft General Plan and Master EIR)



Working Papers / Emerging Themes

The Working Papers

- White papers covering key issues for the City
 - Economic Development
 - Urban Form and Land Use
 - Healthy Communities
 - Transportation
 - Resource Conservation
- Each paper covered larger trends, specific issues of concerns for Fresno, and proposed policies to address them
- Citizens'Committee reviewed each paper and provided comments on policies

Economic Development



Issues

- Lack of professional and high paying jobs
- Low rate of educational attainment
- Mismatch between business attraction strategies and Fresno's assets
- Retail maximized as revenue growth source for City
- Low and declining lease rates and land values

Strategies

- Leverage presence of Fresno State University
- Provide more lifestyle options
- Provide incentives to infill development to make it a more competitive option to greenfield development
- Offer incentives for job opportunities near residential areas

Land Use/Urban Form



Issues

- Continuing high demand for residential land
- Rural residential land uses on city edge hard to densify
 incentive to annex SOI for "better" greenfields
- How to ensure that development of the edge growth areas does not hamper downtown revitalization
- Excess roadway capacity on corridors due to freeway construction – can support infill and intensification
- Inadequate (wet) infrastructure to allow denser infill development in many areas

Strategies

- Avoid low density fringe development that is expensive to service, make better use of existing infrastructure
- Support revitalization of downtown and key corridors

Seventeen in all...

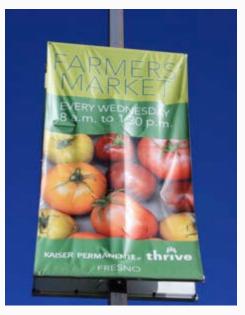
- Opportunity, Economic Development, Business and Job Creation
- A Successful and Competitive Downtown
- A City that values Resource Conservation, Efficiency, and Resilience
- Improved Air Quality



- A city that values Agriculture
- Protect, preserve, and enhance Natural, Historic, and Cultural Resources
- More Choices (diversity of housing, jobs, neighborhoods)







- Diversity of Urban and Suburban Communities
- Complete Neighborhoods for new development
- Healthy Communities and improved Quality of Life in existing neighborhoods
- Corridors and Centers that Support Transit Use







- Multi-Modal connectivity and Complete Streets
- Existing public infrastructure and service deficiencies cured; Investing for increased competitiveness in the future
- Planning investment partnerships among land owners, developers, public agencies, institutions





- A city with a spirit of citizenship
- A model for growth management planning and regional policy and cooperation
- Recreational Opportunities





Purpose of the Alternatives

- Show different approaches to accommodating projected growth
- Illustrate options for citywide form and development possibilities on "opportunity sites"
- Present real options and choices regarding neighborhood types and parks
- Show how Fresno can meet the Guiding Principles
- Form basis for Preferred Plan and policy development to follow

Foundation of the Alternatives

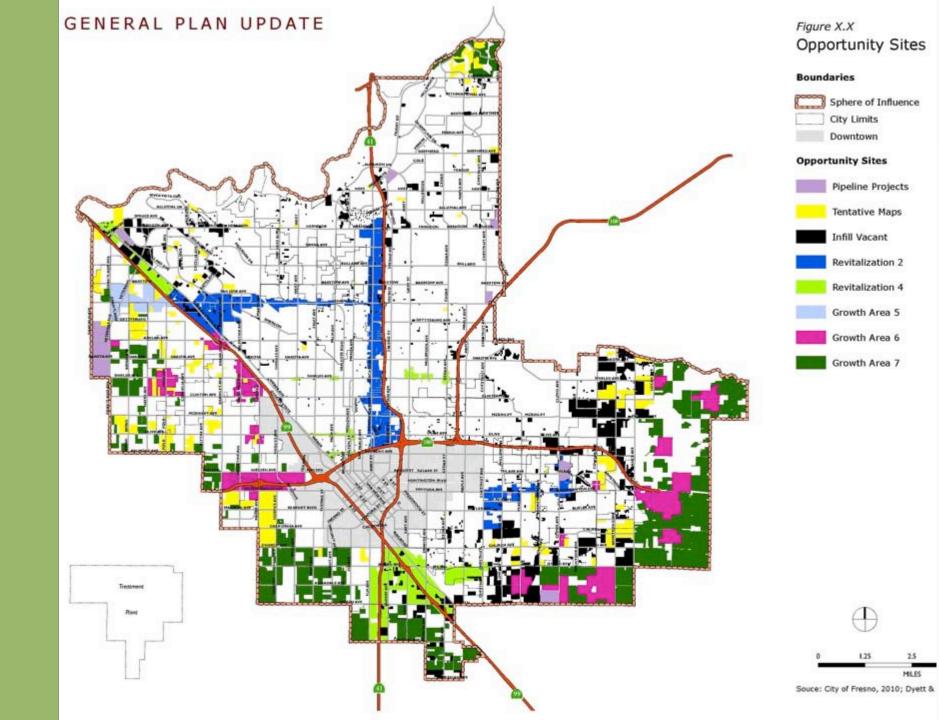
Land Demand

- Population projection in 2035:
 - 1.29 million for County
 - 786,000 for Fresno
 - Current city population is 500,000 plus 45,000 in SOI
- Job projections for 2035:
 - Around 80,000 more private, land-based jobs
 - Alternatives targeted 125,000 new jobs
- Acres needed: 17,500 to 19,500
 - City is currently around 72,000 acres in size

Land Supply

	In City	Outside	Total
Vacant	2,800	1,800	4,600
Revitalization	4,000	500	4,500
Growth Areas	2,200	4,100	6,300
Subtotal	9,000	6,400	15,400
Tentative Maps	2,200	1,100	3,300
Pipeline	300	600	900
TOTAL	11,500	8,100	19,600

Four Alternatives



Common Ideas

- Same population, # housing units
- Similar jobs capacity
- Most of current city is preserved no change
- Parks, schools, new roads, and other public infrastructure are included within new development
- No plans for new arterials expansions of existing roads as needed
- All include "Pipeline" projects and Downtown plan

Suburban Residential Low Density (5.6 du/ac)

Suburban Residential is intended for areas with predominantly single-family residential development, with a smaller amount of townhome residential permitted around neighborhood centers and primary streets. Singlefamily homes may be arranged as stand alone detached units, or attached as duplexes or triplexes. They may range in density from 4 to 10 units per acre. Parking should be integrated into the ground-floor of the units in individually secured garages. Garages may be accessed from the front or rear of the site.



Street or Alley access with integrated garages on 1st floor

Building yard setbacks



Street or Yard





Urban Residential High Density (10 du/ac)

Urban Residential allows for an almost equal mix of single-family, townhorne and multi-family units. This combination of residential types supports a fine-grain, pedestrian scale. Townhomes or rowhomes may be clustered in groups of 4 to 6 units. Townhomes may range from 2 to 3 stories in height and from 7 to 15 units per acre. Parking should be integrated into the ground-floor of the units in individually secured garages. Garages should be accessed from the rear of the site.



Alley access with integrated garage on 1st floor and potential tandem spaces

Building yard setbacks or zero lot-line development



Multi-family residential buildings may be 3 to 8 stories in height and organized around a central courtyard. The courtyard may contain individual or collective open space amenities for building residents to use. They are typically designed with double-loaded corridors, and may range between 15 to 35 units per acre. Parking for Multi-Family may include a mixture of garages and surface spaces, accessed from a central, landscaped drive court. Garage spaces should be integrated into the ground level of the development or below grade, in individually secured garages.











Activity Center/ Regional Commercial 50% Retail, 30% Office, 20% Multi-Family

Supports regional retail and mixed-use development that occurs at critical activity centers in the city. Buildings are typically larger-footprint and urban-scaled; up to 5 stories in height. Also medium-scale retail, housing, office, civic and entertainment uses, shopping malls and supporting uses, such as gas stations, hotels and residential.

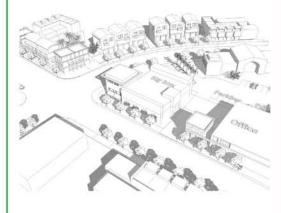






Sub-Regional Center 40% Multi-Family, 30% Office, 30% Retail

Encourages citywide retail and mixed-use development that occurs between the critical activity centers in the city. Buildings are typically medium-scaled and integrated into a mixed-use development; ranging from 3 to 5 stories in height. This type of development accommodates medium-scale retail, housing, office, civic and entertainment uses, grocery stores, drug stores and supporting uses, such as gas stations, small-scale hotels and residential.





Neighborhood Center 50% Multi-Family 25% Townhome, 15% Retail, 10% Office

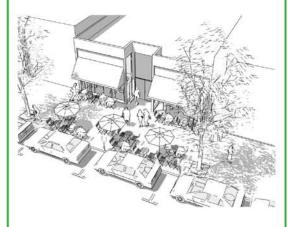
Provides for small-scale, pedestrian-oriented commercial development that primarily serves local neighborhoods, such as convenience shopping and small, professional business office space. Horizontal or vertical residential mixed-use is also permitted and retail typically occurs at key street corners within a predominantly residential area.





Main Street/ Commercial Corridor 70% Retail, 20% Office, 10% Multi-Family

Preserves small-scale, fine-grain character in neighborhoods where single-family residential and townhomes are predominant. This designation promotes primarily 1 to 2 story retail with moderate office and minimal multi-family as supportive uses. A traditional "Main Street" character is encouraged with active storefronts, outdoor seating and pedestrian-oriented design.





Mixed-Use Corridor 50% Multi-Family, 25% Retail, 25% Office

This designation allows for either horizontal or vertical mixeduse development along key circulation corridors in the city where height and density can be easily accommodated. Multi-family residential is the primary use, with retail and office as supportive uses. At key activity nodes, new buildings may be up to 5 stories in height. Along corridors building heights will generally be 3 stories.





Office / Flex Space 60% R&D/ Light Industrial/ Flex, 30% Office, 10% Retail, mex. FAR of 0.5

intended for research and development uses and office flex space, as well as light industrial uses. This use accommodates service commercial, such as mechanic shops and also includes light manufacturing, warehousing, storage, distribution, research and development enterprises as well as secondary office space (with limited customer access) and supporting commercial uses for employees on-site.



Heavy Industrial 100% Industrial, max. FAR 0.4

Supports primary manufacturing, agricultural processing, refining, and similar activities such as warehousing and distribution with supporting commercial services and office space. Retail is not permitted.



Institutional / Public / Civic 95% Office, 5% Refail

Applies to lands owned by public entities, including City Hall and other city buildings, county buildings, schools, the municipal airport and hospitals. It also includes public facilities such as fire and police stations, recycling centers and sewage treatment.



Parks / Recreation

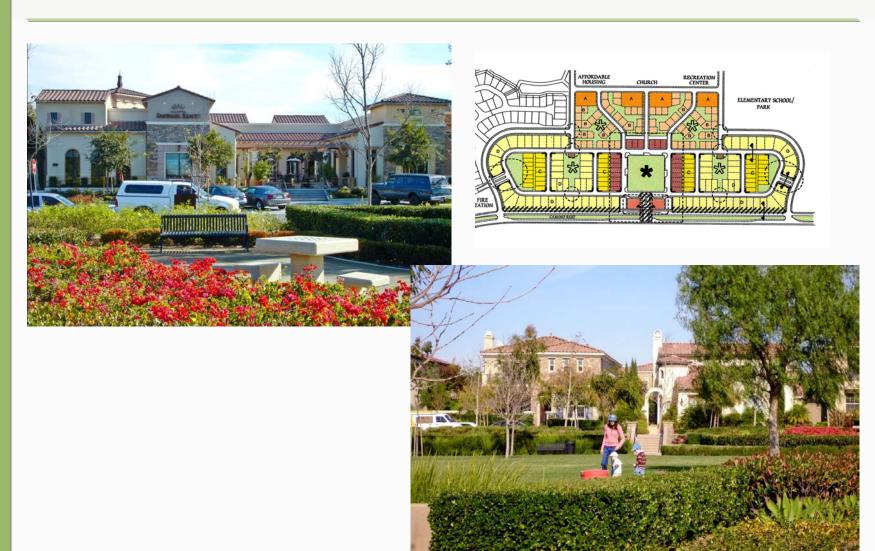
Applies to both public and private recreational sites and facilities, including neighborhood, community and regional parks, recreational centers, golf courses and other open space areas.







Complete Neighborhoods



Complete Neighborhoods

A neighborhood is complete if it is mostly **self sufficient**, **walkable**, **interconnected**, and **provides** residents with **most all** they **need** on a daily basis – hence providing a **complete lifestyle**. All or most of the following elements can be combined to result in a lifestyle that is **convenient** and **satisfying**:

- A range of housing choices
- Neighborhood serving retail
- A range of employment opportunities
- Public services such as health clinics
- Entertainment and cultural assets
- Convenient public schools
- Convenient public parks
- Community services such as a library,
 recreation center, community garden
- Public plaza/civic space
- Public transit



Harlan Ranch-

pedestrian oriented/central school/walkable retail core



Dominion-a community of choices



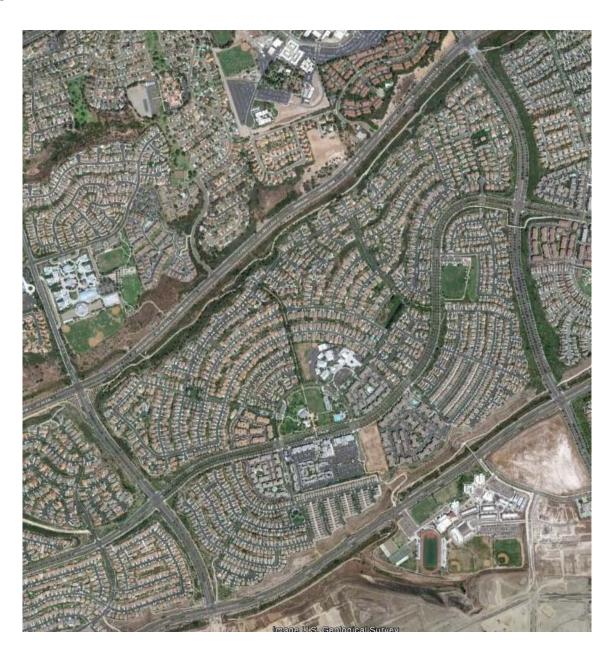
Otay Ranch - Chula Vista



Otay Ranch | Village One, Chula Vista, CA

7.8 DU/Acre Gross

10.5 DU/Acre Net



A Community Composed of a Range of Housing Choices

Village One Land Use Summary

Neighborhood Area	Land Use	Acreage	Dwelling Units	Target DUs/AC
R-1	SF	23.1	86	3.7
R-2	SF	13.4	81	6.0
R-3	SF	10.6	7 5	7.1
R-4	SF	19.7	94	4.8
R-5	SF	14.9	72	4.8
R-6	SF	21.6	77	3.6
R-7	SF	31.2	131	4.2
R-8	SF	12.5	61	4.9
R-9	SF	16.4	74	4.5
R-10	SF	32.3	123	3.8
R-11	SF	28.3	120	4.2
R-12	SF	14.5	83	5.7
R-12E	SF	16.4	109	6.6
R-17	SF	17.1	99	5.8
R-18	SF	10.3	74	7.2
R-48	SF	16.5	97	5.9
	Subtotal SF	298.8	1,456	, 121 m., 121
R-13	MF	9.6	88	9.6
R-14	MF	16.6	139	8.4
R-15	MF	16.3	464	28.6
R-16	MF	14.5	115	7.9
R-19	MF	6.8	204	30.0
R-20	MF	6.6	160	24.2
R-21	MF	7.0	168	24.0
R-47	MF	4.4	174	39.5
	Subtotal MF	81.8	1,512	
	TOTAL DUs	380.6	2,968	· · · · · · · · · · · · · · · · · · ·











Uptown District | San Diego, CA

Site area: 14 acres (previously Sears site)

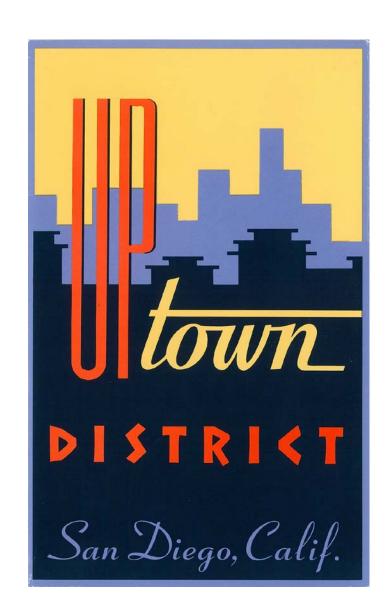
Retail/Commercial: 145,000 SF Community Center: 3,000 SF

Residential: 318 dwelling units

from 652 sf - 1249 sf

22.7 DU/Acre Gross

45.4 DU/Acre Net



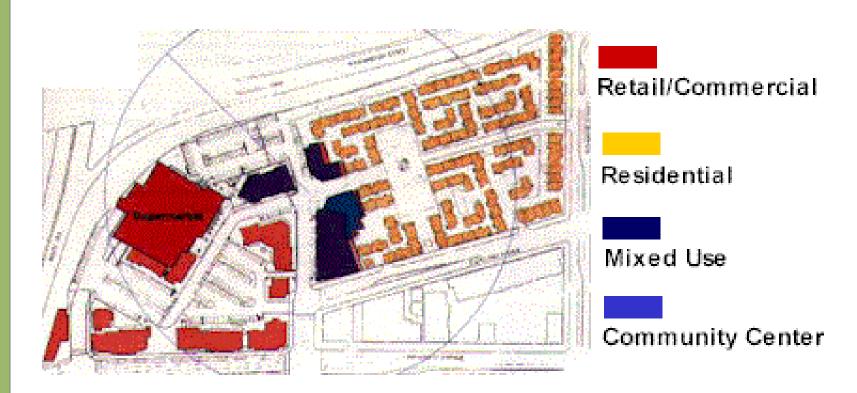
Uptown District | Then



Uptown District | Now



- Site area: 14 acres (previously Sears site)
- Retail/Commercial: 145,000 sf
- Residential: 318 dwelling units from 652 sf 1249 sf (22.7/acre gross, 45.4/acre net residential acreage only)
- Community Center: 3,000 sf



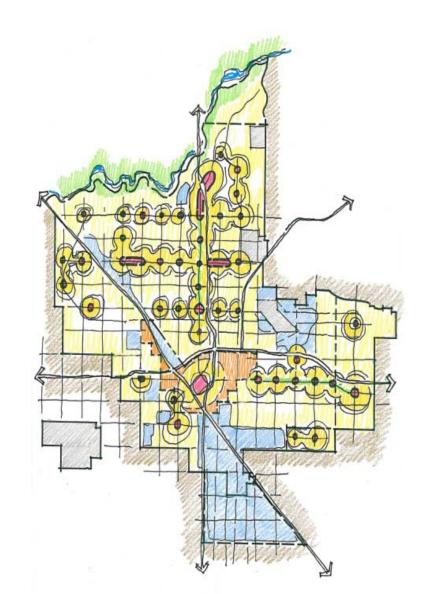
• Mixed Use Connects The Residential And Commercial Uses

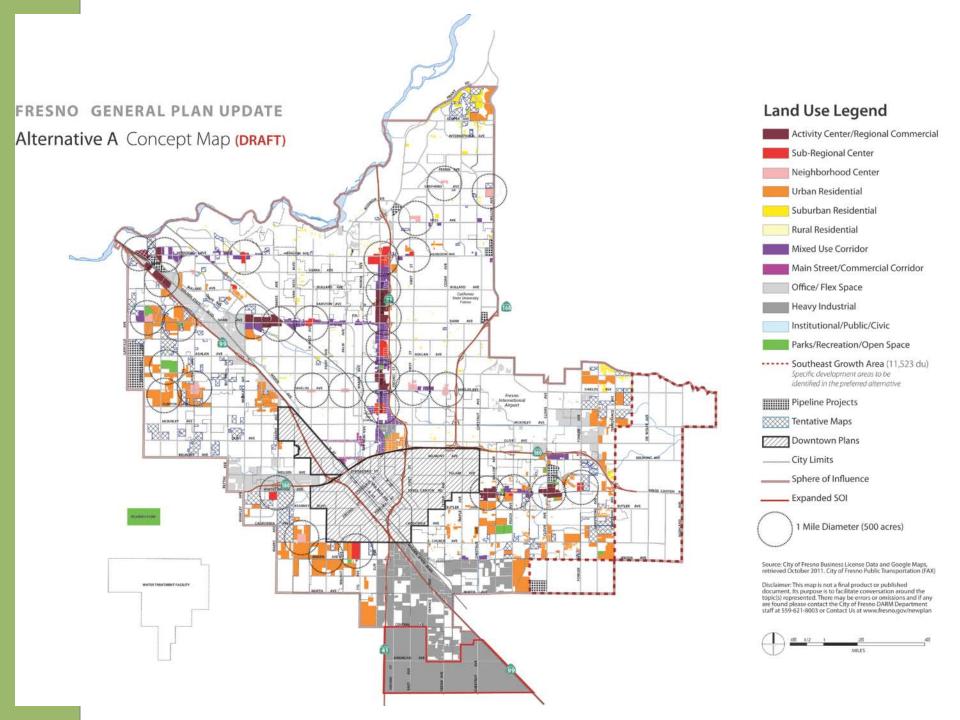




Alternative A - the Boulevard Plan

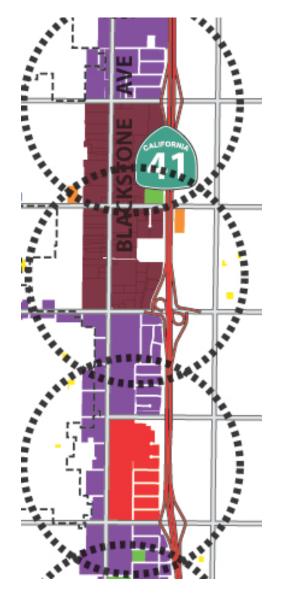
- Focuses 51% dwelling units on infill development along major corridors in series of mixed use centers surrounded by higher density housing
- Development of 49% dwelling units in growth areas with a range of densities.
- Average net density; **11.4 DU/acre**
- Moderate development of SEGA (11,500 units)
- Industrial district south of 99/41 interchange
- Some land on west side reserved for the future

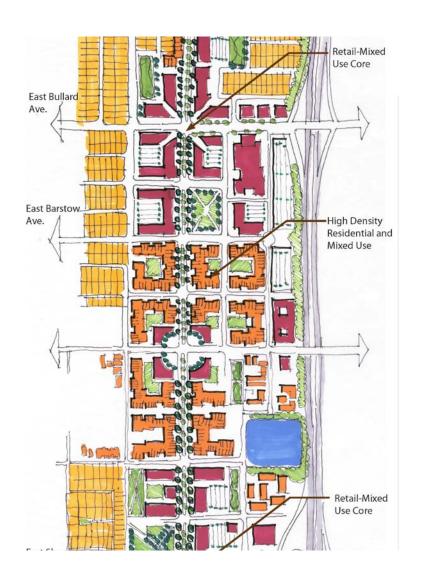




Blackstone Corridor

Creating Neighborhood Cores





Kings Canyon at South Clovis Ave

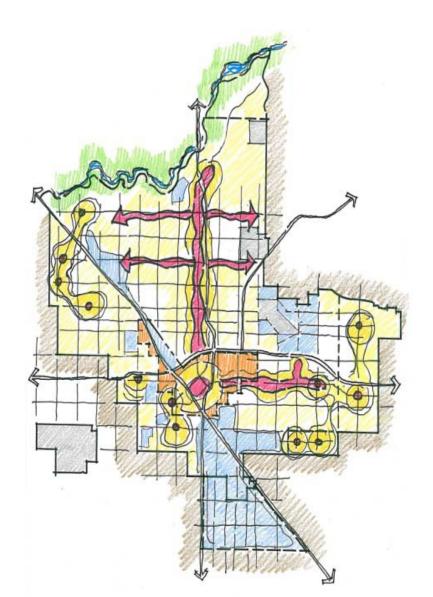
Creating a Neighborhood Core

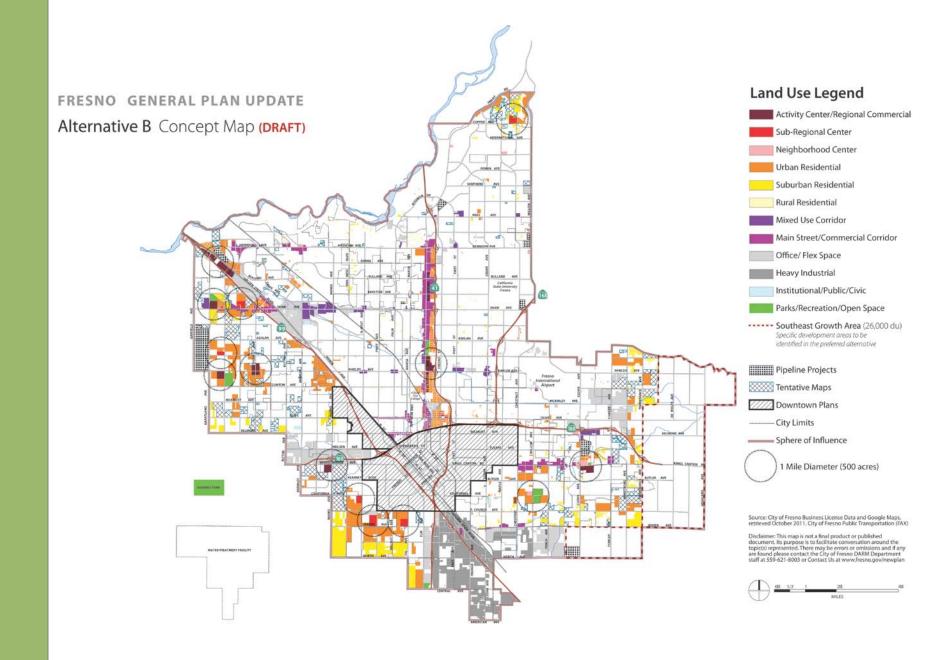




Alternative B-The Growth Areas Plan

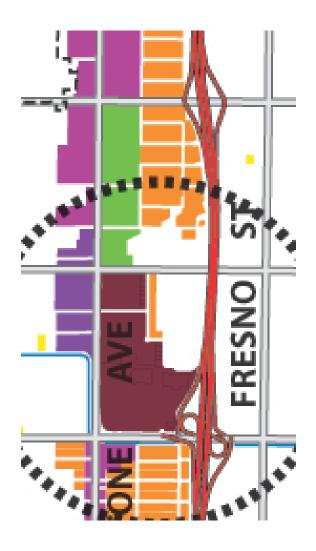
- 33% of new dwelling units in revitalized corridors
- **67%** of new dwelling units in growth in a range of housing densities
- **40**% of new development in city limits
- **9.4 DU/acre** net density
- Major development of SEGA (26,000 units)
- No expansion of Sphere of Influence





Manchester Center

Building on Existing Infrastructure

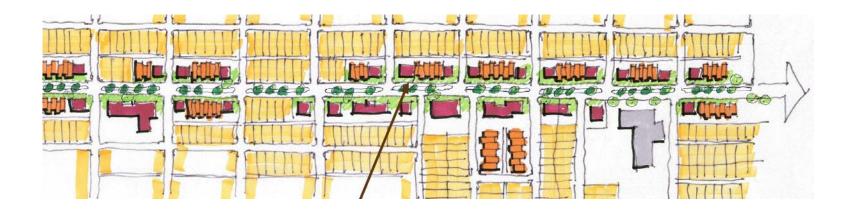




Ventura Ave

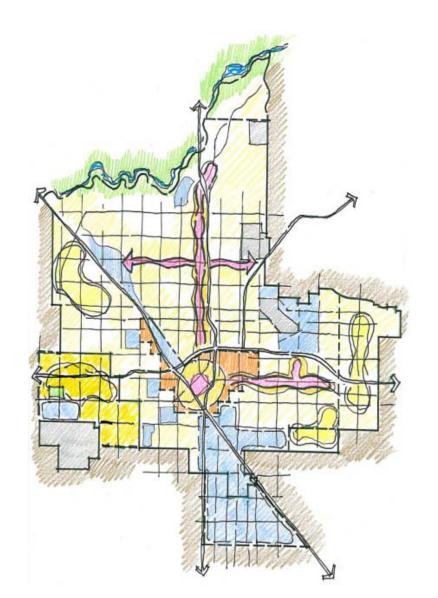
A "Main Street" Approach

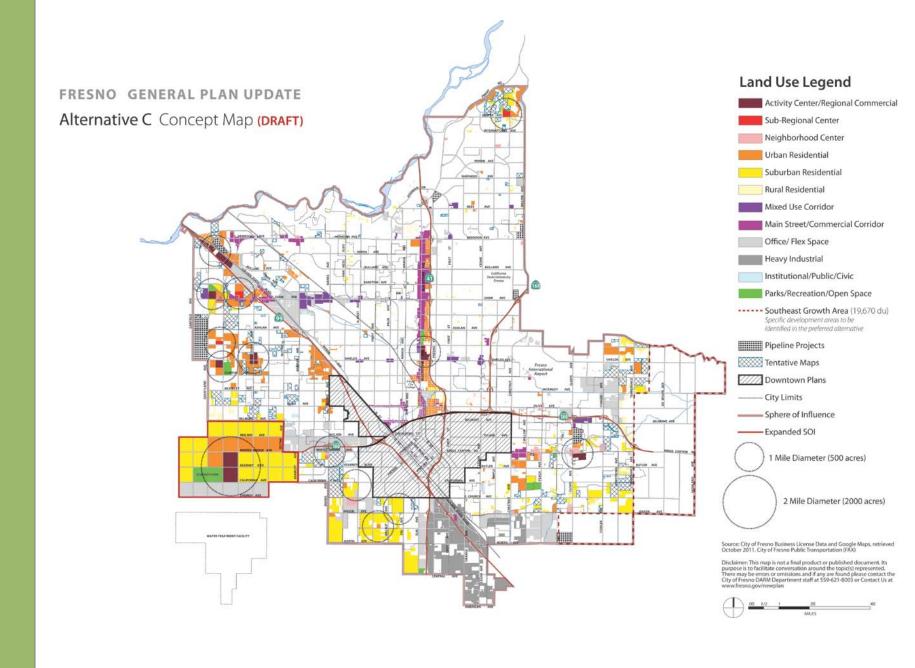




Alternative C-The Expanded SOI Plan

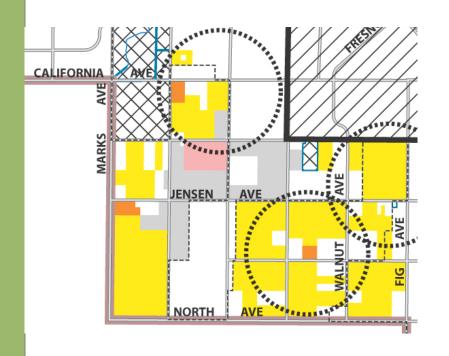
- Continues current patterns of development
- **33**% of dwelling units with infill
- 67% of dwelling units developed in growth areas
- **6.8 DU/Acre** overall net density
- Minor revitalization of existing commercial corridors
- Significant development of SEGA (19,000 units)
- SOI would need to expand by 5,400 acres to southwest to accommodate growth
- 40% of new development within city limits

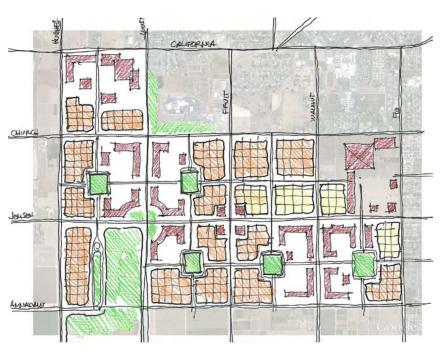




Southwest Growth Area

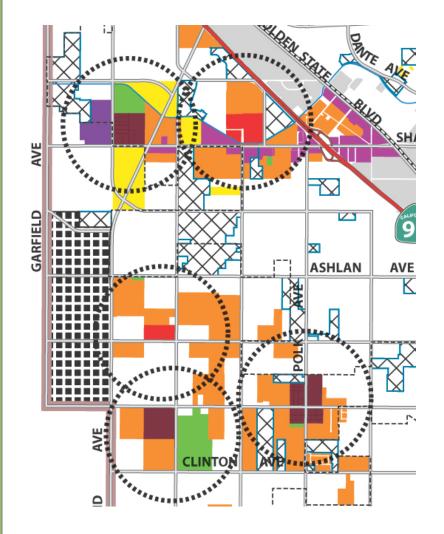
A New Neighborhood





West Growth Area

A New Neighborhood

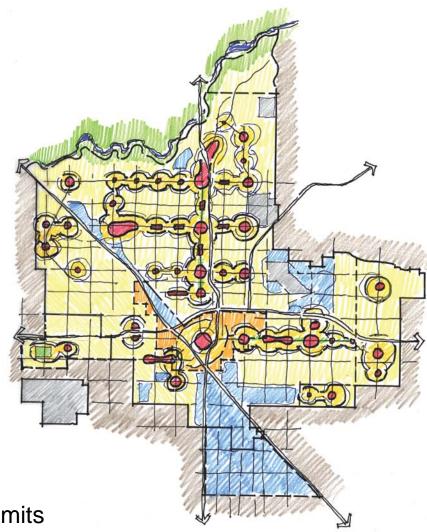


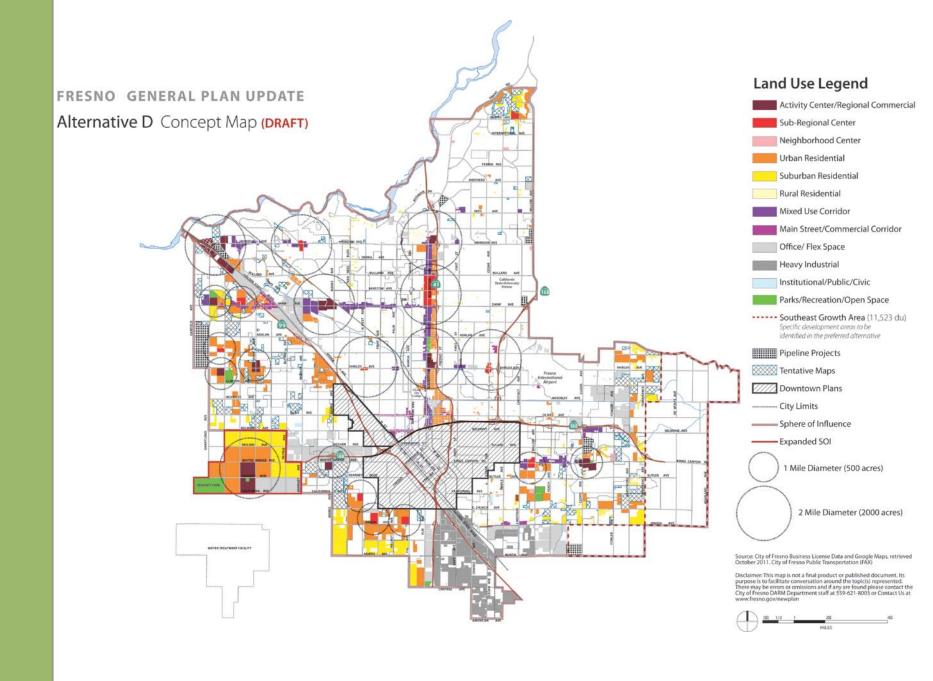


Alternative D-The Hybrid Plan between A, B and C

- Moderate infill development of 40% dwelling units in existing corridors
- 60% dwelling units in a mix of densities in growth areas with expansion of SOI of 3,000 acres
- Overall net density of 8.5 DU/Acre
- Organized as series of regional and neighborhood mixed use centers
- Moderate development of SEGA (11,500 units)
- SOI would need to expand by 3,000 acres to southwest

• 48% of new development within city limits





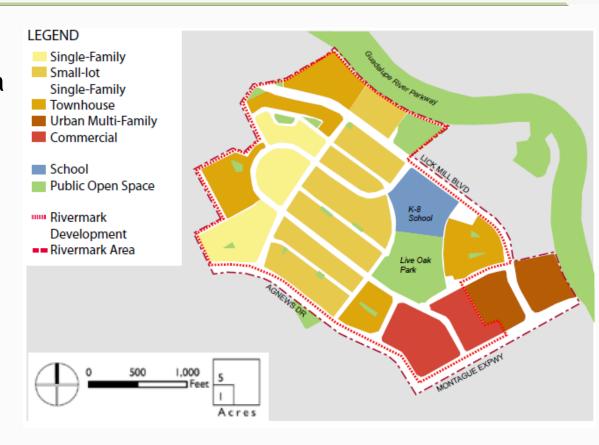
Implementation Examples

Successful Built Examples of Residential

- North Davis (Davis)
 - 6 units per acre average
- Rivermark (Santa Clara)
 - 7 units per acre average
 - 11 units per acre including six-story multi-family housing
- Whisman Station (Mountain View)
 - 13 units per acre average

Rivermark (Urban Residential, 11 units/ac)

- 1,800 units on 163 acres in Santa Clara
- A mix of traditional single family, smalllot single family, townhouses, and apartments
- 1,100 units of single family, small lot single family, and townhomes
- 700 units of urban multi-family



Neighborhood Characteristics



Streets lined with attractive homes in a range of compatible styles.



Pocket parks are within close proximity to most homes.



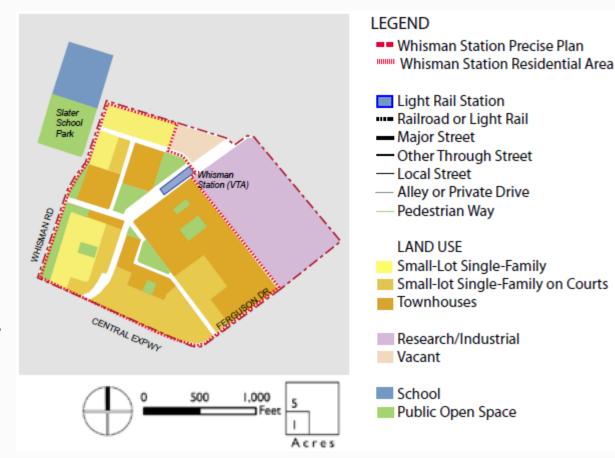
Many of Rivermark's homes are oriented along small, pedestrian-friendly streets, and have alleys.

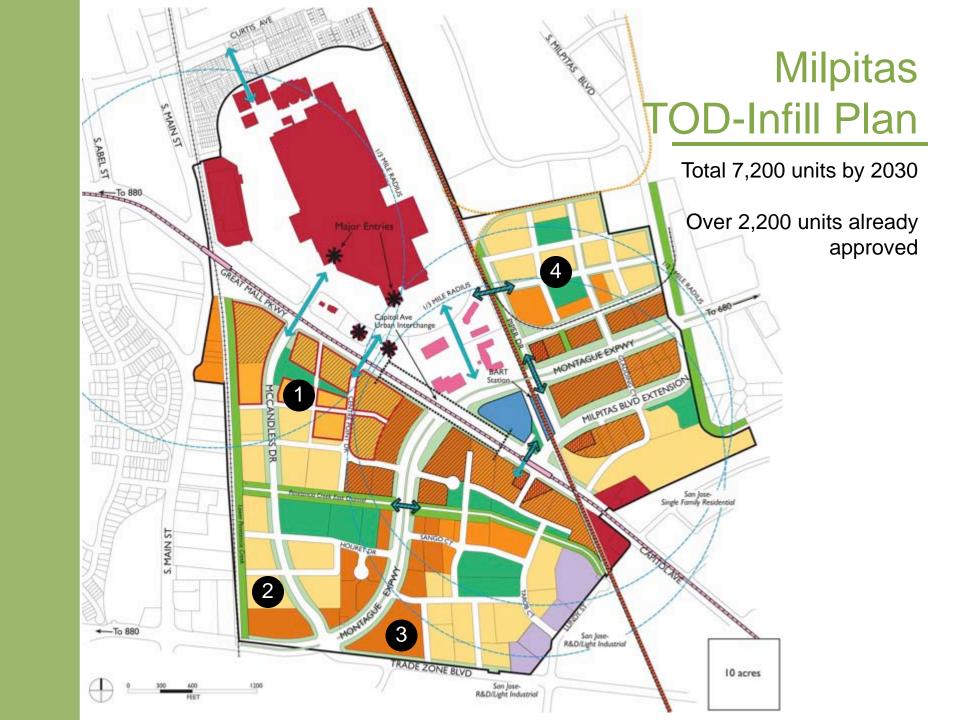


A network of pedestrian paths produce a green environment even at townhouse densities of 16 units per acre.

Whisman Station (Urban Res, 13 units/ac)

- 675 units on 54
 acres in a
 transit-oriented
 neighborhood in
 Mountain View
- Includes small lot single family and town-homes
- Redevelopment of an old industrial site





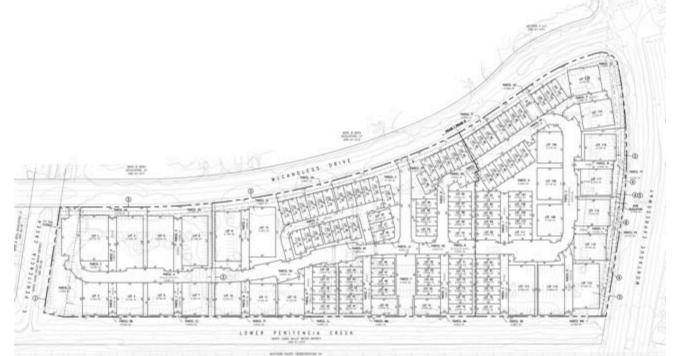
McCandless Mixed Use: 800+ Units Plus Retail



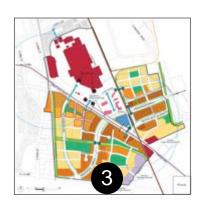
Harmony Residential Development: 276 New Units







SFR Mixed Use: 134 New Units







732 New Units and330 Units in Adjacent Project







Alternative Comparisons

Evaluations

- Buildout (population, jobs, parks)
- Housing Types
- Acres Consumed
- Traffic
- Pedestrian and Bike
- Fiscal
- Guiding Themes
- Environmental Impacts RapidFire Assessment
- Citizens Committee and Planning Commission

Comparison of Buildout Potential

	Alt A	Alt B	Alt C	Alt D			
Residential Development							
New Population	226,000	236,000	236,000	239,000			
New Housing Units	76,000	79,000	79,000	80,000			
Density (du/ac)	11.4	9.4	6.8	8.5			
Non-Residential Development							
New Office Jobs	31,000	30,000	39,000	37,000			
New Retail Jobs	59,000	49,000	52,000	64,000			
New Ind. Jobs	35,000	47,000	57,000	31,000			
Total New Jobs	125,000	126,000	148,000	132,000			
Jobs/Residents	0.55	0.53	0.63	0.55			
Parks							
New Parks (ac)	1,158	1,258	1,618	1,197			
Parks / New Residents	4.1	4.3	5.6	4.1			
Parks/All	3.04	3.13	3.59	3.04			

Comparison of Buildout Potential

Housing Types (# of units)

	Alt A	Alt B	Alt C	Alt D
Single	25,400	27,500	35,700	30,800
Family	(41%)	(43%)	(55%)	(47%)
Townhouse	13,500	13,300	11,300	12,900
Multifamily	22,800	23,900	17,800	21,900
Total	61,700	64,700	64,800	65,600

Comparison of Buildout Potential

Urban Footprint (Acres)

	Alt A	Alt B	Alt C	Alt D
Infill	2,600	1,600	1,700	3,400
Greenfield	7,900	12,500	13,800	12,100
Total	10,500	14,100	15,500	15,500

Traffic Impacts

Alternative A results in the least driving and most efficient use of street system, while Alternative B has the least congestion.

	Α	В	С	D
Capacity Efficiency (Employment + Households / Gross Acreage)	High	O Low	O Low	• Mid
Vehicle Miles Traveled / Person	C	O Mid	High	• Mid
Trip Distance (average)	C	O Mid	• High	• Mid
Arterial Congestion	High	O Low	O Low	• Mid
Freeway Congestion	O Mid	C	O Mid	High

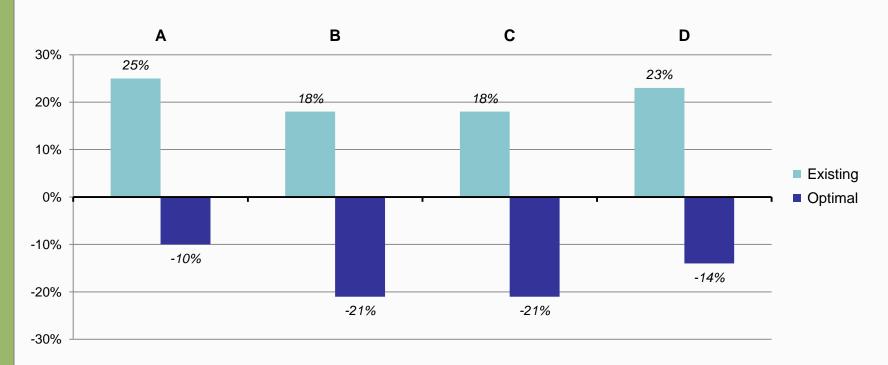


Pedestrian / Bike Movement

- Alternative A is best at supporting walking and biking
 - its greater density places housing, jobs, and services in the nearest proximity to one another.
 - B and C do the least to support walking and biking.
- Plan policies and development standards will decide how well new development creates safe, supportive environments for walking and biking.

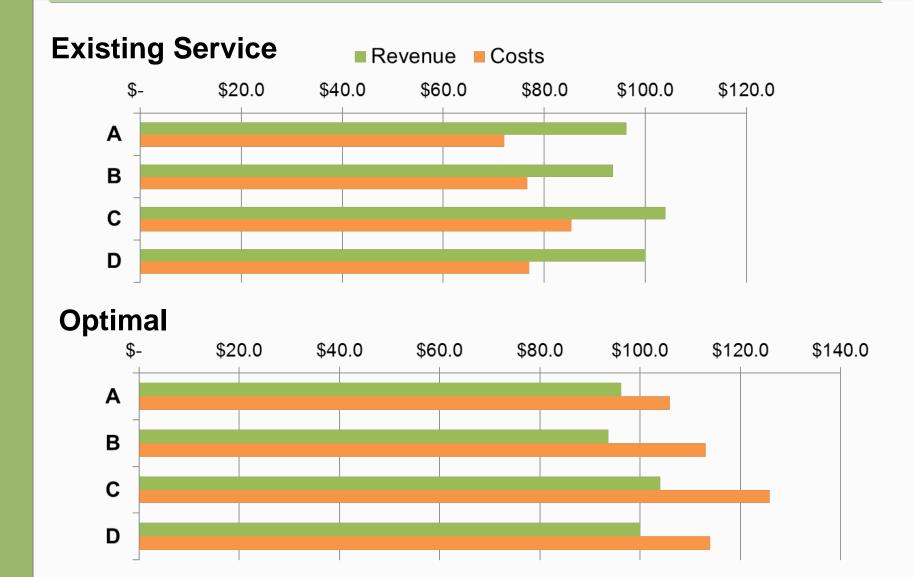
General Fund vs. Service Levels

EPS analysis of impact on General Fund at existing and optimal service levels





Revenues vs. Expenditures (\$ millions)



Support of Guiding Themes

Assessed by City staff and consultants; confirmed by Citizens Committee and Planning Commission

A and D ranked the highest

- Followed by B
- C ranked poorly, much behind others

Alternatives vs. Guiding Principles

	Α	В	С	D
Opportunity, Economic Development, Business and Job Creation	***	***	****	***
A Successful and Competitive Downtown	****	**	*	***
A City that values Resource Conservation, Efficiency, and Resilience	****	**	*	***
Improved Air Quality	****	**	*	***
Values Agriculture	****	***	*	**
Protects, preserves, and enhances Natural, Historic, and Cultural Resources	***	**	*	****
Areas of Change and areas of Stability	****	**	*	***
More Choices (diversity of housing, jobs, neighborhoods)	***	**	*	****



Alternatives vs. Guiding Principles

	Α	В	С	D
Diversity of Urban and Suburban Communities	**	***	*	***
Complete Neighborhoods for New Development	**	****	*	***
Healthy Communities and improved Quality of Life in Existing Neighborhoods	***	**	*	****
Corridors and Centers that Support Transit Use	****	**	*	***
Multi-Modal Connectivity and Complete Streets	****	**	*	***
Existing public infrastructure and service deficiencies cured; Investing for increased competitiveness in the future	****	**	*	***



Alternatives vs. Guiding Principles

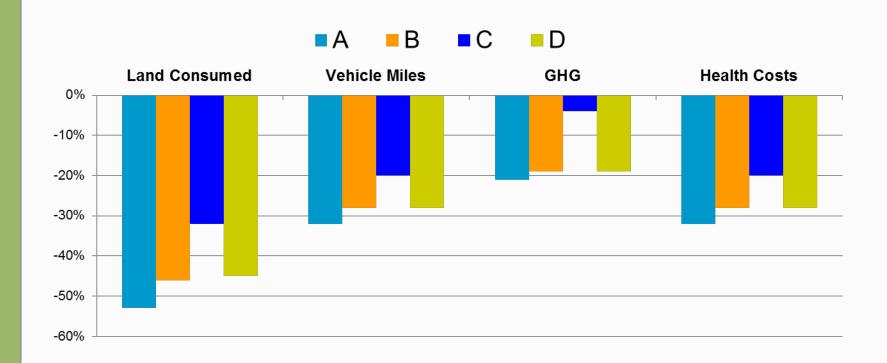
	Α	В	С	D
Model of Growth Management Planning and Regional Policy	****	***	*	**
Recreational Opportunities	**	***	**	****
Traffic Impacts/Improvements	*	****	***	**
	55	43	23	52



Rapid Fire Assessment

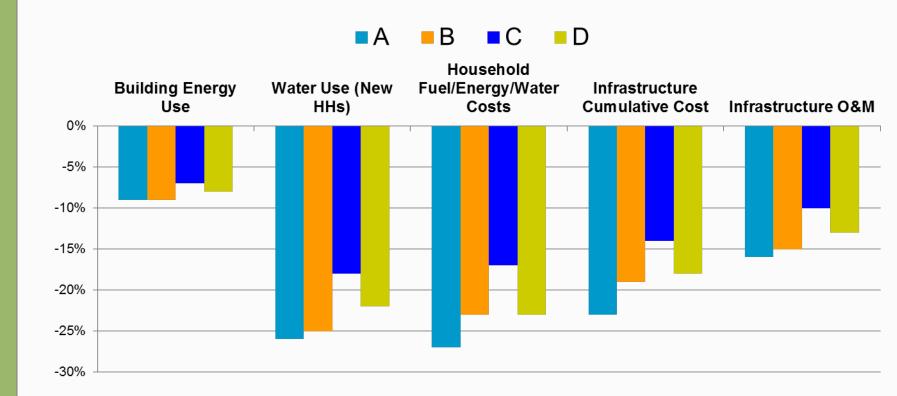
- Purpose
- Central Valley Context
- Comparison with Business As Usual

Vs. Business As Usual





Vs. Business As Usual





Input to Date

- Planning Commission
 - Unanimous Support for Alternative A

- GP Citizens' Advisory Committee
 - Split vote for Alternative D, strong interest in Alternative A

Public Input

Next Steps

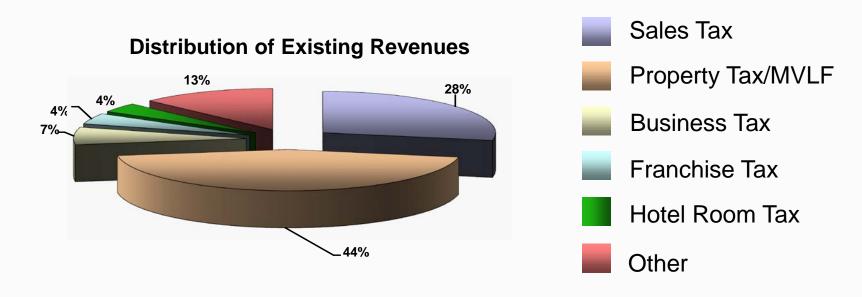
- Take public comments and listen to your feedback
 + direction on a Preferred Plan Concept
- A Draft Land Use map then will be created and policies refined with Citizen Committee and public input to create a Draft General Plan
- Once accepted as a "project" for CEQA purposes, the Draft Plan will be evaluated in a Master Environmental Impact Report, and then public hearings will be held for adoption.



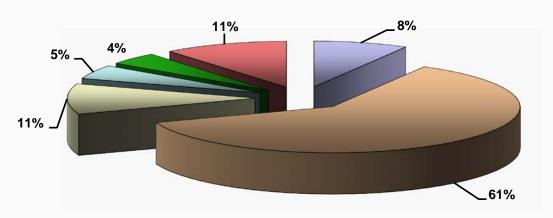
Your Questions and Comments; Public Input Council Action

Fiscal Analysis – Additional Information

General Fund Revenue Distribution



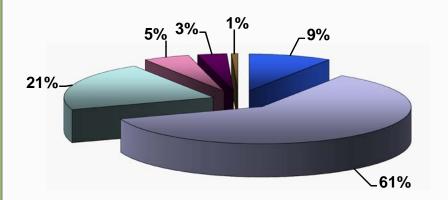
Distribution of New General Plan Revenues



Note: based on development alternative D.

General Fund Expenditure Distribution









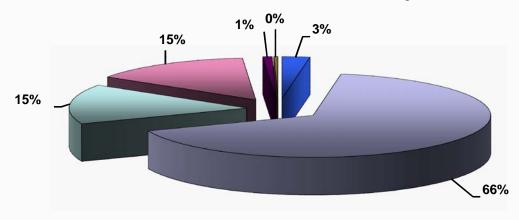








Distribution of New General Plan Expenditures



Note: based on development alternative D; existing service level scenario.

Factors for Fiscal Differences Between General Plan Alternatives

- Location / need for annexation
- Land use composition (e.g. non-residential uses are generally more fiscally favorable)
- Development covered by CFD
- New police substation requirement
- New park acreage and road Mileage
- Fire cost does not change by alternative